

From: [David Downey](#)
To: [Lauren Schlau](#)
Cc: "Kerry Morrison"; bzelalich@sjdowntown.com; [Karin Flood](#); [Kent Smith](#)
Subject: RE: CA Homeless Forum Agenda and E-Mail Blast
Date: Monday, July 06, 2015 12:28:21 PM
Attachments: [image020.png](#)
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Hi Lauren,

Good timing as we are about to extend an offer today. That said, I won't have Kevin's replacement on board for a couple weeks so I'll have to take care of this myself. I'll let you know if there are any hiccups. I should be able to get it out by Wednesday this week.

FYI there are 22 registrants so far.

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From: Lauren Schlau [mailto:laurens@lsconsult.com]
Sent: Monday, July 06, 2015 2:53 PM
To: David Downey
Cc: "Kerry Morrison"; bzelalich@sjdowntown.com; [Karin Flood](#); [Kent Smith](#)
Subject: CA Homeless Forum Agenda and E-Mail Blast

Hi David – do you have a replacement yet for Kevin? We want to send another e-mail blast to all CDA members ASAP including the detailed agenda, as attached and the message below. Also, the [Agenda](#) should be hyperlinked in the e-message and posted on the CDA website under Homeless Forum.

(Below the message is how Kevin had formatted the prior one and it was great – perhaps it can be done again like this?)

David greatly appreciate your help on this esp. knowing how important this is for CA and CDA as well as the basis for our homelessness session at IDA in Sept.

Agenda and Speakers Finalized for District Homeless Trends and Action Forum

As a follow-up to our recent message, the detailed [Agenda](#) for the **CDA Homeless Policy Forum** has been finalized, featuring a host of informative and expert speakers from throughout the state to help BIDs lead the way on homelessness action and issues.

Thanks to sponsorship by **Streetplus**, the Forum affordable. You are encouraged to bring BID staff and board members!

Date: Thursday July 30, 2015
Time: 10 a.m. to 4 p.m.
Location: The Concourse Hotel at Los Angeles International Airport,
6225 W. Century Boulevard, Los Angeles CA 90045
Fee: \$35, includes lunch

Parking on-site: Valet = \$20; Self = \$14

During this one day session, we will learn about and discuss:

- What are the key trends in homelessness throughout the state since the official homeless count conducted in January 2015?
- What factors are contributing to the changing nature of homelessness in California?
- How does (lack of) housing affordability contribute to rising homelessness?
- How have changes in our criminal justice laws and "re-entry" from jail or prison may be impacting communities?
- What mental health policy and reform proposals can assist individuals who need treatment?
- How are individual BIDs impacted by and what actions are they taking to address the issues?
- In what ways can business districts be constructive in policy development and systems change?

Register through CDA website: www.californiadowntown.com **Homeless Forum**

We look forward to seeing you at this landmark session to help turn the tide on the complex issue.

Prior e-mail announcement – looks good...

COMMUNITY HOMELESSNESS TRENDS & APPROACHES FORUM

CDA BIDs Invited to Discuss District Homelessness Trends and Approaches



You may recall CDA's May *District Digest* announcing an upcoming forum for BIDs to discuss homelessness, as existing in downtowns throughout the state. To give us more time to prepare and to accommodate invited expert speakers, we have rescheduled the event as follows:

Date: Thursday **July** 30, 2015

Time: 10 a.m. to 4 p.m.

Location: The Concourse Hotel at Los Angeles International Airport, 6225 W. Century Boulevard, Los Angeles CA 90045

Fee: \$35, includes lunch

Parking on-site: Valet = \$20; Self = \$14

The impetus for this forum is recognition that as a BID community we are often on the front lines of directly dealing with homelessness issues in our districts. However, we tend to be reactive when fighting ineffective and potentially detrimental legislation to remedy conditions.

Now we have a great opportunity to lead on this issue by coming together and learning about related trends and activities, and perhaps to adopt approaches that will benefit our districts and contribute toward ending homelessness.

During this one day session, we will learn about and discuss:

- What are the key trends in homelessness throughout the state in the wake of the official

homeless count conducted in January 2015?

- What factors are contributing to the changing nature of homelessness in California?
- How does (lack of) housing affordability contribute to rising homelessness?
- How have changes in our criminal justice laws and how "re-entry" from jail or prison may be impacting communities?
- What are the trends in mental health policy and reform proposals that can assist individuals who need treatment?
- How are individual BIDs impacted by and what actions are they taking to address the issues?
- In what ways can business districts be constructive in policy development and systems change?

Speakers to be announced - we will send follow-up e-mails and also post agenda and information updates on the California Downtown Association website.

To register go to www.californiadowntown.com, **Homeless Forum tab**.

Our sincere gratitude to Laurie Hughes of the **Gateway to LA BID** who secured the venue. And thanks to Jessica Lall of **South Park (LA) BID** and Steve Hilliard of Streetplus, we are pleased to have garnered and greatly appreciate the sponsorship of **Streetplus**, a company that provides safety and ambassador services to BIDs throughout the United States including downtown LA's **South Park, Historic Core and Arts District BIDs**. For more information go to: www.streetplus.net

Forum steering committee members include: Blair Besten, Karin Flood, Dion Dwyer, Marie Rumsey, Lauren Schlaue, and Kerry Morrison. To contact the committee, please e-mail kerry@hollywoodbid.org.

We look forward to your attendance and participation at this most important first step to change the way we understand and deal with homelessness in our districts.

California Downtown Association
www.californiadowntown.com

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Warm regards, Lauren

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TTMA